



## **JOB DESCRIPTION**

**JOB TITLE:** Marketing and Communications Specialist

**JOB CLASS:** Nonexempt

**REPORTS TO:** President

**DATE:** August 26, 2020

### **JOB SUMMARY:**

This position is responsible for planning, analyzing and creating print, electronic and social media promotions using color, type, illustration, photography and various design and layout techniques utilizing various computer software programs and social media platforms.

### **ESSENTIAL FUNCTIONS:**

- Conceptualizes, writes, designs, and produces materials for the Chamber's website and in-house publications, both electronic and printed, including but not limited to E-Blasts, invitations, programs, posters, and advertisements for the Chamber.
- Consults with staff and Chamber members to identify graphic needs, budget constraints, and project deadlines.
- Maintains and updates content for Chamber website.
- Organizes, schedules and emails Chamber and Member Electronic Blasts via Constant Contact.
- Gathers and coordinates content for monthly newsletter, conducts design/layout and prepares electronic version, including graphics for Chamber website. Files print copies of all newsletters into binder.
- Provides assistance as needed to Chamber staff, committee members, board members, and local media to produce various Chamber publications.
- Creates and uploads marketing posts to Facebook and responds to all communications from followers in a timely manner when possible.
- Serves as staff to Connecting Young Professionals (CYP). This involves attending bi-weekly meetings
- Coordinates and serves as liaison to the for the Lunch and Learn programming.
- Assists as needed in event planning and hosting for Chamber events.

**NECESSARY KNOWLEDGE, SKILLS & ABILITIES:**

1. Knowledge of print, electronic and social media marketing concepts.
2. Advanced skill in operating computer and related software including Microsoft Office, design software, Constant Contact and Chamber Master.
3. Skill in keyboarding and basic record keeping.
4. Strong attention to detail and organizational skills.
5. Ability to organize work and set priorities and meet deadlines, working independently.
6. Ability to work well with others.
7. Ability to communicate in a courteous, professional manner in person, on the phone and in writing.
8. Ability to offer suggestions on issues and methods.
9. Ability to be flexible and adaptable to a variety of assigned procedures and projects.
10. Ability to work nights and weekends as occasionally requested.

**EDUCATION AND EXPERIENCE:**

1. Associates Degree in marketing or equivalent preferred.
2. Two (2) years of experience in marketing preferred. Advanced training or education may be substituted.

**PHYSICAL REQUIREMENTS:**

Job may include lifting of up to 30 pounds or exerting up to 30 pounds of force occasionally to lift, carry, push, pull or otherwise move objects. Job involves frequent sitting at a desk.